

## ORDER



**Orders**  
**Order / Rev:** 703955  
**Alt Order #:** 06259671  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 08/01/12 / 10/12/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama For America  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	101	\$45,130.00	\$38,360.50
10/22/12	10/28/12	18	\$4,640.00	\$3,944.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	119	\$49,770.00	\$42,304.50	0.00
<b>Totals</b>	<b>119</b>	<b>\$49,770.00</b>	<b>\$42,304.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/16/12	10/22/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$55.00		0.00				
E 2	WFMY	10/16/12	10/22/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$130.00	P-3	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$130.00		0.00				
E 3	WFMY	10/16/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	-TWTF--	:30	8	\$60.00	P-3	0.00	NM	8	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	-TWTF--			8		\$60.00		0.00				
E 4	WFMY	10/20/12	10/20/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$70.00		0.00				
E 5	WFMY	10/21/12	10/21/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$70.00		0.00				
E 6	WFMY	10/16/12	10/22/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$225.00		0.00				

Order / Rev: 703955  
 Alt Order #: 06259671  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	10/16/12	10/22/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$200.00		0.00			
E 8	WFMY	10/16/12	10/22/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	MTWTF--	:30	7	\$275.00	P-2	0.00	NM	7	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					7	\$275.00		0.00			
E 9	WFMY	10/16/12	10/22/12	M-F 2-3p The Talk	CM	2-3p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$150.00		0.00			
E 10	WFMY	10/16/12	10/22/12	M-F 3-4p Let's Make a Deal	CM	3-4p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$150.00		0.00			
E 11	WFMY	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
E 12	WFMY	10/21/12	10/21/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$750.00		0.00			
E 13	WFMY	10/16/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$100.00		0.00			
E 14	WFMY	10/16/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	-TWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-TWTF--					4	\$225.00		0.00			
E 15	WFMY	10/16/12	10/22/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$525.00	P-2	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$525.00		0.00			
E 16	WFMY	10/16/12	10/22/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$700.00		0.00			
E 17	WFMY	10/20/12	10/20/12	PA (Sa) Sat 7-8p	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$150.00		0.00			
E 19	WFMY	10/16/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$550.00		0.00			
E 20	WFMY	10/16/12	10/22/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$550.00		0.00			
E 25	WFMY	10/16/12	10/16/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$2,000.00		0.00			
E 26	WFMY	10/16/12	10/16/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 703955  
 Alt Order #: 06259671  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WFMY	10/16/12	10/16/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$1,750.00		0.00				
E 27	WFMY	10/16/12	10/16/12	Tue Prime C Vegas	CM	10-11p	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$800.00		0.00				
E 28	WFMY	10/17/12	10/17/12	Wed Prime A Survivor: Philippine	CM	8-9p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$900.00		0.00				
E 29	WFMY	10/17/12	10/17/12	Wed Prime B Criminal Minds	CM	9-10p	--W----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,350.00		0.00				
E 30	WFMY	10/17/12	10/17/12	Wed Prime C CSI: Crime Scene Inv	CM	10-11p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$1,200.00		0.00				
E 31	WFMY	10/18/12	10/18/12	Thu Prime A Big Bang Theory/Two	CM	8-9p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$2,000.00		0.00				
E 32	WFMY	10/18/12	10/18/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$1,750.00		0.00				
E 33	WFMY	10/18/12	10/18/12	Thu Prime C Elementary	CM	10-11p	---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$1,100.00		0.00				
E 34	WFMY	10/19/12	10/19/12	Fri Prime A CSI: NY	CM	8-9p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$1,200.00		0.00				
E 35	WFMY	10/19/12	10/19/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$1,300.00		0.00				
E 36	WFMY	10/20/12	10/20/12	Sat Prime A Crimetime Saturday	CM	8-9p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$300.00		0.00				
E 37	WFMY	10/20/12	10/20/12	Sat Prime B Crimetime Saturday	CM	9-10p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$600.00		0.00				
E 38	WFMY	10/20/12	10/20/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$750.00		0.00				
E 39	WFMY	10/21/12	10/21/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$1,500.00		0.00				
E 40	WFMY	10/21/12	10/21/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 703955  
Alt Order #: 06259671  
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama For America  
Product Desc: OBAMA FOR AMERICA  
Estimate: 1537

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 40	WFMY	10/21/12	10/21/12	Sun Prime B Amazing Race	CM	8-9p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$1,800.00		0.00				
E 41	WFMY	10/21/12	10/21/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$1,200.00		0.00				
E 42	WFMY	10/21/12	10/21/12	Sun Prime D The Mentalist	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$900.00		0.00				
E 43	WFMY	10/16/12	10/22/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTFSS		7			\$350.00		0.00				
E 44	WFMY	10/16/12	10/22/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$120.00	P-3	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		5			\$120.00		0.00				
E 45	WFMY	10/16/12	10/22/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	5	\$10.00	P-4	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/16/12	10/22/12	MTWTF--		5			\$10.00		0.00				
N 46	WFMY	10/22/12	10/22/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		2			\$100.00		0.00				
N 47	WFMY	10/22/12	10/22/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/22/12	10/28/12	M-----		1			\$350.00		0.00				
N 48	WFMY	10/21/12	10/21/12	NFL Football Game #1 NFL Football Game #1	CM	1-7p	-----S	:30	2	\$1,250.00	P-3	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		2			\$1,250.00		0.00				
Totals													119	\$49,770.00	